AUG 23 1927

THE Publishers' Weekly

The American Book Trade Journal

VOL CXII NEW YORK, AUGUST 20, 1927 No. 8

September 8

Counterpoint

By the Author of

MARGARITA'S SOUL
OPEN MARKET
MEMOIRS OF A BABY
THE MADNESS OF PHILIP

Josephine Daskam Bacon

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The Publishers' Weekly, August 20, 1927. Vol. CXII. No. 8. Entered as second-class matter, June 1, 1879, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription, Zones 1-5, $5; Zones 6-8, $5.50; Foreign, $6; 15c. a copy. R. R. Bowker Co., 62 W. 45th St., New York. London Agent, D. H. Bond, 507 Bank Chambers, Chancery Lane.

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BUGLES IN THE NIGHT

BY BARRY BENEFIELD

We are happy to announce as our fiction leader for this fall, the second novel by Barry Benefield, BUGLES IN THE NIGHT. It will be published September 23.

Frankly, BUGLES IN THE NIGHT has taken The Century Co. by storm. It is Barry Benefield's greatest novel, surpassing even that memorable story of two years ago, *The Chicken-Wagon Family*. That was our unanimous opinion when we read the manuscript, and it is now supported by the opinions of our many friends in the trade who have read advance copies of the book.

BUGLES IN THE NIGHT is filled with that magic whimsy that is Benefield's. Sometimes it throbs with the robust humor of Easley Wheatley, or resounds with the golden laughter of fair young Alice Kibbe, who is his "daughter." It holds one tensely while Wullie Farquharson blows his bugle at the stars. Sometimes it invokes a tear.

From the very beginning we have felt that BUGLES IN THE NIGHT would be one of the biggest sellers of its season. Now, with the backing of the trade enthusiasm and the indications of the advance sale, *we're sure of it!* It will be ready September 23. Mark the date!

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Published May 10

7th in May

1st in June

3rd in July

And selling more than 1,000 a week during the doldrums of August.

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Are you doing your part to sell great poetry?

Display TRISTRAM—More advertising is coming.

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By Charles A. Beard And Mary R. Beard is featured on the Michael Gross Fall Poster of Thoughtful Books.

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Are you one of 2,000 dealers using this poster? Have you enough stock of this big-selling story of America's making?

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FROM THE *New York Times* MARCH 4, 1927

NEW VICTORIA RISES FROM OLD LETTERS

Lady in Waiting Painted Queen as Witty, Alive to Art, an Enemy of 'Mid-Victorianism.

A WHOLLY HUMAN FIGURE

Correspondence of Lady Stanley Uncovered by Hector Bolitho, Who Prepared It for Print.

A NEW and intimate picture of Queen Victoria as the antithesis of the stodgy and sometimes petty character of Lytton Strachey's famous biography was sketched here yesterday by Hector Bolitho, English author, who is making a flying visit to New York after a year's work over hitherto unknown letters in Windsor Castle.

Queen Victoria, far from being a dull figure, was humorous and witty, alive to the literature and art of her time; [illegible] and an enemy of [illegible]

she wrote some 800,000 words. She wrote interestingly and colorfully and often in a gay spirit of the Queen and those about her, and without any thought that the letters ever would be published.

Allowed to Read Old Letters.

"One day the Dean asked me if I would like to look through these old letters, and suggested that perhaps some of them could be published in a pamphlet. I found them to be an extraordinary collection of first-hand information about Queen Victoria and other leading figures of her time, much of it telling incidents which never before had been known, and revealing Queen Victoria as a [illegible] different woman from the [illegible] thinks her [illegible] Queen.

"Some of the letters are bright and overflowing with humor. Others are moving portrayals of tragedies in the life of the Queen. Some of the most valuable letters deal with the period of the death of the Prince Consort. Lady Augusta was the only person, aside from the immediate family, who was in the death chamber of Prince Albert. And she spent the next night in the room where the bereaved Queen slept. After the death of the Prince Consort Lady Augusta wrote a 3,800-word letter to her sister describing the event and the emotions of Queen Victoria. 'I can bear my own loss, but what of the people?' the Queen cried then. It was moving, almost to tears, when I read it again in proof form.

"One of the letters gave an interesting picture of the little prince later to be Kaiser Wilhelm II. Wilhelm, a boy [illegible] high-

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The Judson Press, Chicago

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Harvard University Press

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By
CORNELIA MEIGS

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"The Trade Wind" is the story of a spirited New England lad, moving through a vivid background of ship-yards and shipping in the days just before the American Revolution, who finds glamorous adventure and romance in his attempt to render a mysterious service to his country. It is a swiftly moving tale of action on the high seas that will appeal to all young people, and is illustrated in full color by Henry C. Pitz.

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EDITED BY HARRIET C. LONG OF THE
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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, AUGUST 20, 1927

The Book Review as the Publisher Sees It

Polly Street

Promotion Manager, Frederick A. Stokes Company

BEFORE discussing the rôle played by a book review in the publisher's campaign, it may be helpful, even at the risk of repeating something everybody knows, to sum up the different kinds of book reviewing media and the different kinds of book reviews in these media as the publisher's Promotion Department sees them.

There are roughly three groups of periodicals reviewing books, not clearly defined since each overlaps the other somewhat, but groups whose functions are sufficiently different to permit classification for our purpose.

First are the newspapers, whose duty it is to give the *news* of books just as they give the news of any other current activity likely to interest their readers. The fact that hundreds of newspapers run daily or weekly book pages irrespective of the amount of book advertising carried shows that their editors recognize the importance of giving the news of books just as they recognize the necessity for giving information on new developments in the field of science, religion, the theater, sport, etc. Since "news" means "information concerning something that has recently taken place," the newspaper reader expects up-to-the-minute information about newly-issued books. Of necessity, much newspaper "book news" shows the result of the speed with which the writer has had to work and is rightfully information rather than a critical estimate. Of course, most newspaper reviews make an effort to embrace the critical function as well as their own news function, but, limited by the necessity for quick decision and hasty writing, the result is usually reporting rather than literary criticism.

May I say here, parenthetically, that it's the bookseller's job to inform his customers that publishers do *not* write the reviews in the daily papers! The general ignorance on this point seems abyssmal. A young woman came in to see us the other day seeking work and when asked what sort of job she was looking for, said naïvely, "Well, I've always thought it would be nice to write reviews for publishers to put in the *Times!*"

The second group of periodicals reviewing books is made up of the weekly and monthly magazines of general circulation. They reach the same reading public as the newspapers but have a different function to perform. Magazines are not looked to so much for *news* as for more discerning literary criticism. Usually their reviewers have had a longer time to prepare their estimates. They rarely expect or care to run their reviews simultaneously with the book's publication. In fact, these periodicals often have time to comment on the public's reaction to the book and their reviewers have the advantage, often, of hear-

ing many different types of people discuss the work. The result is a more seasoned estimate.

The third group is that of periodicals in special fields: medicine, history, art, etc. Their function is, obviously, to run reviews written by experts for experts.

Now, with these three groups briefly sketched, let's consider the fact that in these periodicals different kinds of books demand different kinds of reviews.

For instance, in the case of novels. Naturally no review should give away the plot—this is the one heinous sin in the eyes of publisher and bookseller alike!—yet in a review of a novel whose character-drawing is its outstanding feature, telling the plot is more forgivable than it would be in the case of a review of a novel depending for interest entirely on its story. As a concrete example: Altho the N. Y. *Times'* review of Bromfield's new novel did give the plot of "A Good Woman" in some detail, yet it so strongly emphasized the interest of its character-drawing that it stimulated a desire to read the book. A novel of action requires one kind of review, where an out-and-out romance needs different treatment—in other words, each *kind* of novel requires its own kind of review.

With technical books, the review must not only be written by an expert on the subject, but by one who knows the particular field thoroly enough to be able to place the book he is reviewing in its right relation to other books on the subject.

Biographies and memoirs demand reviews by those with a background of historical knowledge in the special subject and period. Books for young people—at last beginning to receive their rightful attention from literary editors—ought always to be reviewed by people in close touch with children's taste and needs.

Bear in mind, in considering newspapers, that each paper treats the news of books in the same general vein as it treats any other news. The difference, for instance, between the way the New York *Herald-Tribune* handles its news and that of the New York *Evening Graphic* would be as evident in its book columns as in its front-page matter. Similarly in the magazine field, the *Saturday Review's* treatment of a book is as different from the daily papers' as it is from the *American Mercury's*.

This is but the skeleton of the body of facts the publisher must have before he starts to launch any book. Now his task is to utilize his knowledge for his individual publications. Let's see how he tries to make book reviews work for him.

In these progressive days, the publisher starts his sales promotion campaign with the acceptance of the manuscript. His Promotion Department reads the script and at once begins to plot out its campaign in every direction. Naturally, its first effort is directed toward the bookseller, but as soon as the book is in galley proof form, its work begins with the book reviewer. The publisher decides just which of the country's reviewers might be most interested in receiving advance proofs. His long experience and his special knowledge of the field tells him which are most likely to see that particular book as he does. When the book has progressed far enough to be available in bound form, sometimes a month or more before publication, the publisher has ready a list of special reviewers, columnists, newspaper and magazine literary editors, lecturers, etc., to which are sent complimentary copies. In the case of a novel likely to be very popular, this list may run into many hundred copies, not counting the large number sent to booksellers and their clerks.

Now the publisher begins to get advance copies of the reviewers' comments and he already has plans for using them. His first use is to send his travelers with proofs of the important reviews to as many bookshop buyers as possible. The buyers, according to their knowledge of the pulling power of the papers, sometimes increase their orders and usually decide to tie up with the publisher's campaign by putting in a window or store display of the book reviewed.

The next step is the preparation of the news and magazine advertising. Here quotations from reviews play a large part on the assumption that it weighs more with the public to have some one else praise your wares than to do so yourself! The Promotion Department's knowledge of the reviewing field now stands it in good stead. It knows how to pick quotations intelligently for each paper in which it plans to adver-

tise because it has a mental picture of the reading group to be reached. It knows, too, what importance from a sales standpoint attaches to the name of each reviewer whose comment it possesses. An advertisement, for instance, on the page facing editorial in the New York *World* may use successfully a quotation from a reviewer favorably known to *World* readers, whereas an advertisement in the Boston *Transcript* may get better results by using a comment from one whose following is known to be large in Boston. In general magazine advertising, comments from nationally-known reviewers, of course, mean more since the magazine circulation is country-wide.

With the advertising campaign launched and a constant changing of comments in the advertisements, the publisher is reaching a large group of people who must be influenced by the cumulative effect of the various reviews. This starts them talking among themselves, the news of the book is in the air, and that "word-of-mouth" advertising—in the final analysis the only real sales producer—finally sends the reader into the bookshop and makes of him a purchaser.

So much for the way the publisher makes the book review work for him. How can the bookseller adapt these methods to his shop? Sometimes by a personal letter, quoting the best reviews, to part or all of his mailing list; by telephone calls to his best customers, quoting one telling comment; by a window display of a mounted copy of some full-page review, with streamers to copies of the book; sometimes by a table with a different review displayed in each of a half-dozen different copies of the book.

Of course, all these ideas have been carried out before, but they can be utilized again and again and they can be supplemented by plans of the dealer's own invention, every time an important book is launched with a great blast of publicity. The best booksellers are not leaving it all to the publisher to get all there is to be had from reviews. He himself makes them work for his shop.

Bookselling to a College Town

New Shop at Lawrence, Kansas, Makes Fine Record by Good Selling Methods

Kenneth O'Neill Force

THE Lawrence Book Nook has been selling books to the university town of Lawrence, Kansas, for just two years. Lawrence is a long-settled town of 15,000, with the Kansas University adding about 4,000 more. In that time, largely by word of mouth, the picturesque little shop has become known thruout the entire state for its good books, its unique selling methods, and for its manager, Franklin M. Watts. It is not even too much to say that the sign of The Book Nook has become familiar to places beyond the boundaries of the state, and there are few of the customers who have entered the green doorway in Lawrence who fail to spread word of a shop which is so interesting, unusual, and entertaining.

The green of the shelves against the mauve of the walls gives one pleasure upon entering the small 30 by 14 shop. Three brass lamps, resembling old town-corner gas lamps, are suspended from the ceiling. Candlesticks and a variety of brassware are scattered about with unaffected good taste, increasing the impression of informality without disharmony, supplying decoration without conscious striving for effect.

Young ladies in fresh-looking frocks, young men in knickers or crisp linen suits enter, pick up the latest non-fiction book from the green rack to their left, just back of the window display, and begin thumbing the pages. Or, perhaps they go on to the next green shelf and glance over a set of the *Modern Library,* always up-to-date and

complete, or the lambskin masterpieces in brown and blue covers. India prints hang about on the walls; and on the mantel of the fireplace at the back, standing between two green doors set in mauve walls, burnished candlesticks and imported French pottery with gold-brown markings on creamy white, set off three narrow rows of vari-format books—feature books of the Nook: the Anatole France and Cabell books illustrated by Papé, the Rubaiyat and Ancient Mariner by Pogány, etc. To right and left of the fireplace are cushioned seats built into the one-piece book cases with a row of books running above.

In September of 1927, Mr. Watts entered the book business with no previous experience; and he has worked out his own ideas of a bookshop without any hampering prejudices, employing only those methods of selling and handling which have proved themselves valuable and useful and successful with a college town clientele.

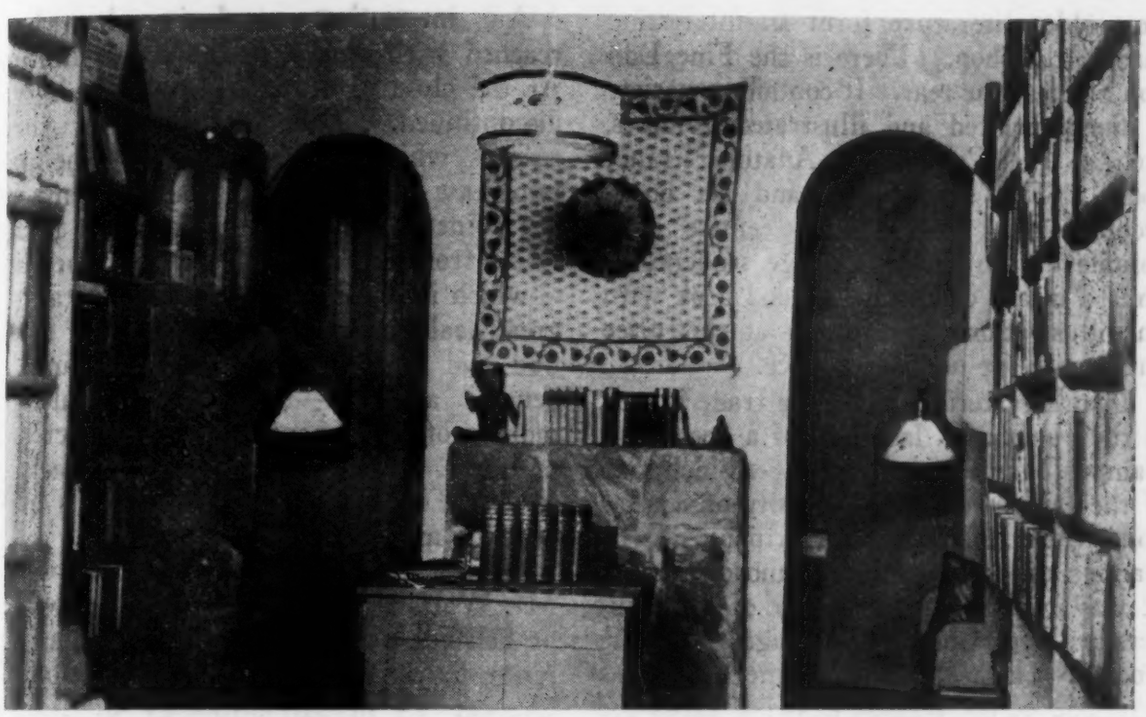
The methods at the Nook have necessarily had to be somewhat different from those of a shop selling to a general public, as approximately 75% of the trade is to college students. Lawrence had never had a bookstore which catered directly to college business before the Book Nook came into existence. The other book dealers in Lawrence represent the news and magazine type of shop, the stationery and bookstore, and the strictly text-book shop. The Book Nook has primarily concerned itself with selling to the students of a large university; but it has also proved that the methods used in selling to college students will sell to the general public.

Midwestern colleges differ somewhat from Eastern institutions, as they haven't the book tradition. Many of Midwestern college students come from the farms of the great prairies and the plains of the Mississippi, and they do not have the long years of cultural background of the more thickly populated and urban East. Because of this, bookselling in this section requires more salesmanship. The public had to be educated and an interest in books inculcated. To do this the shop has advertised. This has been accomplished by window displays, thru the decorative qualities of the small shop, and by the publication of a folder each book season, personally written and edited. By the use of effective and simple window displays, which are changed every day or so, the Nook attracts the attention of many passersby. The green front with the gold-lettered, green sign hanging above the door is fresh and attractive. The folders, mailed to former and prospective customers in and out of town, contain a select list of the best and most commanding books of the season with a short review —much after the brief reviews of the *American Mercury*—, and a brief and snappy notice of the most notable of new gift objects created especially for the Nook.

Combining courtesy with a real knowledge of the books which he sells, the shop concentrates on a few good books each season, which promise to interest his college clientele the most. These are not always the national best sellers. Mr. Watts does not depend entirely upon best sellers, believing that the national best sellers—such as "Elmer Gantry"—sell themselves; instead, he chooses the books which he intends to concentrate upon with an eye to the shop's own particular public, which he has studied, and to the contents of the book. The books selected must be able to "stand upon their own feet," as he phrases it.

This is a more successful method than that used by many book dealers who keep on hand "books for every requirement." For instance, last fall, Will Durant's "The Story of Philosophy" was selected. As Mr. Durant was scheduled from early spring to speak at the University, his coming was advertised in a variety of ways. Mr. Watts became thoroly acquainted with the book, memorizing good paragraphs. Then Mr. Durant was invited down after his talk to sign ten copies. In addition, a large poster was placed in the window which contained a copy of "The Story . . ." with the caption: "He writes as interestingly as he talks." The Book Nook sold 147 copies.

This is an interesting method because it is so simple for any college town bookstore to follow with success. There are usually several authors of widely known books who use the lecture platform of universities, and the universities are, each year, bringing to their halls a larger number of nationally known men. Last year, for instance, the University of Kansas had Sinclair Lewis, John Macy, and Will Durant, to mention only the most widely known.



India prints hang about on the walls; and on the mantel of the fireplace at the back, standing between two green doors set in mauve walls, burnished candlesticks and French pottery set off a row of books

The Book Nook has a unique point of view with regard to the relation between the book dealer and the public to which it sells. This viewpoint is "showmanship"—not salesmanship. In all dealings with the public, the idea is stressed that a customer will buy if he is interested, and the "showmanship" methods are all designed to get the customer interested. This is a factor, of course, in all salesmanship methods, but here it has developed so far that the customer feels he is not buying books at all, but is rather enjoying a chat about ideas, art, the unusual in politics, geography or story. In other words, the attempt is to catch the customer's imagination—always unobtrusively.

Perhaps the connection with college students, who are usually interested in a variety of subjects, explains the fact that the Book Nook sells more non-fiction than fiction. It was felt from the beginning that non-fiction deserved and would repay more attention than is usually given it, and biography, travel, science, books of information, etc., are the best sellers. There is more room for diversity of interest and taste in non-fiction—and college students who buy books usually have a wide variety of interests.

It is more difficult to approach a customer and suggest fiction titles, or succeed to any degree with "showmanship" in this field. The best method to follow seems to be to let the customer choose his own fiction.

It has been found that a well-selected list of the best standard poetry in collected or fine editions, and clever and sophisticated contemporary poetry, in addition to such poets as Robinson and Brooke, Teasdale and Millay, will sell in quantities to college students. "Enough Rope" is an example of the more sophisticated verse which sells surprisingly well. There was no trouble in making a local best seller of this volume, due largely to the shop's methods of "showmanship," which are here exemplified most successfully. Several of the best poems in the book were selected and when a customer came in to browse, Mr. Watts picked up a copy and asked him if he had seen it. The jacket is decorative, and the customer will start skipping about thru the pages. A page of one of the shorter, catchier poems is then suggested. After that one has been read, another is suggested, then the customer is left alone. Seven out of ten women to whom this book is shown buy it, and the percentage of men buyers is only slightly lower.

Fine editions of the better modern and

some older literature form an interesting part of the shop. There is the Fine Edition Shelf at the rear. It contains a variety of finely printed and illustrated volumes, such as the Cabell and Anatole France books. The sale of $5 and $6 books occupies third place in the entire sales volume of the shop. College students of limited means can afford a good book with fine illustrations and format at this price but usually at no higher price.

Distinct catering to college trade is seen in the publication last year of a decorative Campus Map which is a 14-by-18-inch map of the campus of the University of Kansas done in ten colors on vellum paper in the manner of the old time humorous maps. It was executed by a student of the University Department of Design, and the Book Nook has had it printed. It has been one of the biggest drawing cards for new customers. The fact that the Book Nook furnishes a mailing tube with each map and does the mailing, has added a great deal to its selling qualities. Over five hundred copies of this map have been sold and the sale at $1 has only started.

In addition to the map there are "K" candles, modeled by a student of the University and manufactured especially for the Nook. Book ends employing the University mascot emblem, the jayhawk, have been designed especially for the shop, and are now being manufactured. Special stationery with the college mascot has sold well and has brought new customers. The presence of distinctive gifts using college emblems and colors often attracts customers who would otherwise not come in, and since books are bought for gifts in many cases, the presence of gift objects and books mutually aid each other.

Altho the shop advertises frequently in college and town papers, it has not found newspaper advertising markedly successful. A personal contact with college students is needed, and this has been secured by the selling methods and by advertising. One other means which secures this personal relation is the announcement by postcard to the better-known customers that a new book has been received, in which the customer will be particularly interested. This is a good method, for often by watching for the book preferences of college students closer contacts may be secured.

An interesting conclusion has been reached with regard to the rental library. At the close of school this spring, it was discontinued. This was done for three reasons which the experience of the past two years had revealed. The most important point against it is the fact that it distracts from the main objective of the shop —which is to sell books. Again, it takes a great deal of time to keep records of books due and overdue, of lost books, and of general accounts—time which could be more profitably spent upon the direct sale of books. Then too, there is the lack of space. The rental library took up a good deal too much.

One special development upon which Mr. Watts is now engaged, and one which he believes will arouse a great deal of interest in the Nook, is the publication on October 15 of an anthology of Kansas poetry. The book will be published by the Book Nook. The selection and editing of the poetry is in the hands of Rhoda Hoopes of the English department of the University. The book will represent the work of about fifty contemporary Kansas authors, some of which has never before appeared in book form. Each contributor to the volume will receive a gift copy as remuneration. Already advance orders are coming in and indications are that it will be a financial success. If this project is successful, the shop will publish a book each year, by this means attracting the attention of book buyers and interesting even those people who are not naturally book buyers.

The two years' experiences of the Book Nook convince Mr. Watts that there is a large market in the Middle West for books, both in the college town and to the general public. The opportunities for the high grade bookstore using up-to-date methods seems unlimited, while the methods of building up a business must be different from those of other parts of the country.

In November, Mr. Watts, in addition to owning and keeping in active managerial touch with the Book Nook in Lawrence, Kansas, is going to Wichita, Kansas, to manage a book department in the new George Innes department store. There, he will attempt to make books more popular in one of the wealthiest and most progressive sections of the country.

In the Book Market

IN writing of the new books of E. Barrington and L. Adams Beck several weeks ago, we treated her as a simple case of dual personality quite neglecting to mention her third self at all. But under the name of Louis Moresby, she has written a thrilling tale of smugglers off the coast of Cornwall, called "Rubies." This has been published this week by *Doran.* Mrs. Beck is the daughter of Admiral Mrs. Beck, we are told, is the daughter of Admiral Moresby of the British navy.

The love of dogs and of dog stories seems to be an international sentiment. "Bob, Son of Battle" is known to each new group of American readers and "Lad," Terhune's famous collie, is almost equally well known beyond our borders. "Tawny," the Morrow Co.'s success in this field has now been contracted for in London and this fact has additional interest as Hinkle's dog story is of Kansas in the 60's.

As Colonel Lindbergh has made his triumphal flight over the country there has been no lessening of the enthusiasm about what he has done, and the progress of aviation has been set forward by several years. The bookstores have been able to play a considerable part in this, owing to the presence on their shelves of many books on flying history and by the timely publishing of Colonel Lindbergh's own book. The *Publishers' Weekly* has written to several leading bookstores along his route during the past week and finds that the bookstores have been enthusiastically cooperating in these tributes to Colonel Lindbergh and that the results in sales have been most satisfactory. From Cleveland, Harry V. Korner writes that there was a great civic interest stirred up which resulted in a very considerable sale of Lindbergh's own book. Ward Macauley, from Detroit, tells of a feature display which was kept in a week or more, both before and after the visit, and that he expects the results to carry over a long time. The week itself gave steady and satisfactory results. Grace Thompson of L. S. Ayres & Company, Indianapolis, writes that in the two days before Lindbergh's arrival they had a window display and special display in the department and in two days sold over a hundred copies. The interest kept up after his visit, and many maps of the Lindbergh flight were sold.

There has been unusual interest in the centenary of the death of Beethoven this year. It has been a winter of Beethoven programs, and recently when the ninth symphony was played at an out-door concert in New York, a letter from a reader of one of the leading dailies, which said that the ninth was a symphony which everyone felt he ought to hear, but no one really enjoyed, caused a storm of protest and argument. A hasty glimpse of publishers' catalogs revealed the following biographies: "Eroica" by Samuel Chotsinoff, the music critic of the New York *World,* to be published in November by *Simon and Schuster;* "Beethoven" by J. W. N. Sullivan to be published by *Knopf;* "Beethoven, the Search for Reality" by W. J. Turner, which *Doran* will publish September second; and "Ludwig von Beethoven" by Harvey Grace which has just appeared in Harper's *Master of Music* series.

The Macmillan Co. announces collected editions of the work of two of its most popular authors this fall, a ten volume set of Winston Churchill's novels, and the Widecombe edition of Eden Phillpott's Dartmoor novels in twenty volumes.

The untimely death of Major-General Leonard Wood recalls his book, "America's Duty," in which the famous soldier administrator so forcefully outlines his views on national defense. General Wood was an ardent believer in preparedness. In "America's Duty," which was published by *Reilly & Lee* in 1921 but is still on their active list, he demands that the United States have a strong navy, a highly trained mobile expeditionary force, and universal compulsory military training on the Swiss or Australian model. Well, time will tell which way peace

THE Publishers' Weekly
The American Book Trade Journal

Founded by F. Leypoldt

EDITORS
R. R. Bowker F. G. Melcher
62 W. 45th St., New York City

Subscription, Zones 1-5 $5; Zones 6-8 $5.50; Foreign $6
15 cents a copy

August 20, 1927

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —Bacon.

"Vanity" Publishing

THE New York *Nation* of August 3rd has an interesting article entitled, "Have You a Little MS?" by Johan Smertenko, one time editor of the *Grinnell Review* published at Grinnell College, Iowa, and recently literary editor for A. A. Knopf. The article is a very detailed showing up of the methods of the "vanity" publisher, printing typical "come-on" letters by which these firms induce poets, doctors, scholars and others to publish an ineffectual and unattractive edition at their own expense.

This type of publishing has always been a disgrace to the book producing world, but the trade itself has little chance to free itself from such houses, as they feed on a group of writers who do not have contact with general publishers, and the methods by which they take their money has been so carefully reviewed from a legal standpoint that it is very seldom that they can be made to disgorge. The author whose experience is particularly described in this article finally signed a contract, which, in its last inconspicuous paragraph read: "Whereas, the aforesaid book, ————, is necessarily limited in its appeal, the party of the second part agrees to pay and herewith pays, to the party of the first part the sum of $800 to defray in part the expenses of printing 1,000 copies of the aforesaid book. This sum may be paid in three installments." Later on the author received a letter saying that the publisher thought it was best that the book should come out in cloth cover and would the author please send $150 additional if he preferred to see it in cloth rather than paper cover? The publisher finally tripped up because the lawyer who took the case discovered that only 100 copies of the book had been printed and the type had been distributed, while the contract called for 1,000.

In the summary, the author of the article points out that "when a bogus publisher 'accepts' a manuscript to be brought out at the writer's expense, he swindles the author by failing to render all of the important service that reputable firms are able to perform, despite the fact that his charges are from twice to ten times greater than an ordinary printer would charge to do the same work. The faker has no salesmen visiting bookstores in an effort to place the book before the public. He knows the experienced bookseller will have none of it. Piling injury upon injury, he turns this inability to distribute the book into profit by charging for storage. He does no advertising, seldom publishes catalogs, and hardly ever sends the book out for review for fear some undiplomatic critic will disclose that it is more injurious to the reputation of a novice to appear under the imprint of this publisher than to admit the possession of a universally rejected manuscript."

Graphic Arts Exposition

"EXPOSITIONS," it has been said, "are the timekeepers of progress," and if this is true the clock is about to strike in the printing industry, as on September 5th the fourth Graphic Arts Exposition opens at the Grand Central Palace for two weeks. These expositions are so elaborate in their machinery and in the problems of presentation that they are held only once in five years, and those who are interested in printing or publishing in any way or in the handling of printed output will want to spend many hours on the three busy floors.

Taken as a whole, the Graphic Arts industry is the largest single industry in America, and great strides have been made recently in every phase of the work. Presses have been greatly perfected, typesetting machines and every kind of mechanical device has seen changes. It is even more significant that with the perfecting of the machine the artist has not been submerged, but more than ever is using the machine to extend the beauty and brilliance of his work.

In the Graphic Arts Gallery, in charge of Henry Lewis Johnson, there will be much evidence of the quality of the American product. The exposition is to be large in every sense, and during the two weeks there will be several conventions bringing people from distant sections together in New York—the International Association of Printing House Craftsmen, the United Typothetae of America, the International Association of Electrotypers, Employing Book Binders, etc. The manufacturing men of the publishing industry will find the floors full of suggestions, and booksellers have seldom had so favorable an opportunity to study details of the graphic arts as they affect their business.

Convention Speeches

THE subject of conventions is one that *Printers' Ink* has been delving into and it has found that the most common complaints of failure hinge upon the subject of the convention speeches. Some speeches lack preparation; some are dull; some, too long; and oftentimes professional speakers are called in who have no real message. The magazine makes several concrete suggestions which are worth careful consideration:

First, that the Program Committee should function for the whole year, with meetings, some of them by mail, held at least once a month.

Second, that the Program Committee ought to include the best brains of the industry, and great effort should be made to secure those executives who have demonstrated an ability to forecast the industry's trends.

Third, when suggestions are sent out to speakers there should be in every case clear-cut details of the thing wanted.

Fourth, every speaker should be told approximately how long his speech should be.

Fifth, the Program Committee ought to work in close cooperation with the business papers covering its industry. The editorial departments of these publications could render valuable assistance in suggesting subjects.

It is also suggested that advance copies of all speeches should be sent in with the privilege of editing, which is perhaps not as practical as some of the other suggestions, as some of the best speeches are made from notes and these are elaborated from ideas picked up from the sessions.

As American booksellers meet next year in one of the playgrounds of the country, Atlantic City, there should be particular pains taken that the program is carefully prepared and really important in every phase. Play time can be organized much more quickly than the business sessions.

Books on Approval

THERE is one question often asked in the retail booktrade, can new books be sent out on approval to customers without receiving permission in advance? It is a doubtful practice, say most booksellers, and some who have tried the experiment in moments of high enthusiasm, have found that for every person pleased with such individual attention, there will be half a dozen who look upon the method as an intrusion. Back will come the books with a note, "We will call at the store when we want to select books."

Yet some booksellers have found that adaptations of this method are highly effective. Not a wholesale shipment of a good book to a hundred good book buyers, but the shipment of a dozen books to the dozen people who are known to be interested in that particular subject and who would be glad to have a publication-day-look at a volume which promises to give new and interesting discussion of some favorite theme.

The approval method means knowing your customers intimately and personally, not as a massed group; it means knowing their tastes and hobbies and their dispositions, and how ardently they insist on managing their own affairs.

Kroch's Takes New Location

A. A. Kroch

AN important move in Chicago bookselling and a milestone in a remarkable bookselling career will be accomplished when Adolph Kroch takes over the new building at 206-210 North Michigan Avenue two blocks north of his present location. The new building will be ready on December 1st, but Mr. Kroch has decided to run both stores for six months.

Since the big Michigan Avenue bridge was opened in Chicago the tendency of the trade has been rapidly to the north and the section beyond the Public Library has settled itself into one of the busiest retail districts of the town. The new building which Mr. Kroch leases is between the building taken by the Tobey Furniture Company and that which Ovington of New York fitted up for its gift business. It has a 60 foot front, 130 feet deep, and the lease covers the first floor, second floor and basement, approximately 20,000 square feet. The length of the lease from the McCormick estate is for eighteen years, and the total is reported as running over $1,000,000. The store is to be fitted up in the most modern way, and Mr. Kroch expects to make it his ideal of a bookstore.

This fall completes twenty-five years that Mr. Kroch has been in Chicago bookselling and twenty years that he has been in business for himself. His first independent establishment was a tiny store on Monroe Street, which his energy, discrimination and bookselling knowledge soon made famous. Five years later he moved to his present store on North Michigan Ave.

The store is not only known to Chicago and its suburbs but to bookish people thruout the country because of the wide variety of books it carries and the individual taste and intelligence in the selection. Mr. Kroch has been greatly helped in this growth by his ability to attract to his store like-minded people, and his salesmen, headed by Will Solle, have a clientele thruout the country.

"Reading with a Purpose"

AT the recent library convention it was reported that the A. L. A. reading courses had passed the 300,000 mark in circulation. Such a distribution must have had a marked effect on reading programs, as one could hardly pick up one of these series without wishing to go further with the volumes recommended.

Twenty-seven volumes have now come from the press, the latest being "The Stars" by Professor Harlow Shapley of Harvard and "The Founders of the Republic" by Claude G. Bowers, author of "Jefferson and Hamilton." One on the theater by Walter Prichard Eaton will be ready this fall, and one on "French Literature" by Irving Babbitt. The books recommended by Professor Shapley are as follows:

"The Universe of Stars." Edited by Harlow Shapley and Cecilia H. Payne. Harvard Observatory, 1926. $2.

"A Beginner's Star-Book." By Kelvin McKready (Edgar Gardner Murphy). Putnam, revised edition, 1923. $5.

"The Pathfinder Star Maps." By Edward Skinner King. The Cosmos Press, 1926. $1.25.

"The Depths of the Universe." By George Ellery Hale. Scribner, 1924. $1.50.

"Astronomy." By John Charles Duncan. Harper, 1926. $3.75.

"Eclipses of the Sun." By S. A. Mitchell. Columbia University Press, revised edition, 1924. $5.

Those recommended by Mr. Bowers are:

"The True Patrick Henry." By George Morgan. Lippincott, 1907. $2.50. (New library edition in preparation, $3.50).

"Samuel Adams." By James K. Hosmer. Houghton, 1909. $2.50.

"George Washington." By Woodrow Wilson. Harper, 1896. $3.

"The Many-Sided Franklin." By Paul Leicester Ford. Century, 1899. $4.

"James Madison." By Sydney Howard Gay. Houghton, 1909. $2.50.

"Jefferson and Hamilton." By Claude G. Bowers. Houghton, 1925. $5.

Obituary

JAMES OLIVER CURWOOD

JAMES OLIVER CURWOOD, author and noted conservationist, died at his home in Owosso, Mich., August 13, from blood poisoning.

He was born in Owosso, Mich., on June 12, 1878, a son of James Moran and Abigail Griffin Curwood. On his father's side he was a descendant of Captain Marryat. He studied at the University of Michigan and then worked for seven years at journalism, as reporter, special writer, assistant editor, and finally editor of The Detroit *News-Tribune*. In 1907 he gave up newspaper work to devote himself exclusively to literary work. His first novel, "The Courage of Captain Plum," was published in 1908. "The Wold Hunters" came out the same year. In 1909 appeared "The Great Lakes" and "The Gold Hunters." Thereafter his novels of romance and adventure in the wilds appeared yearly.

Among his books were "Flower of the North," "Isobel," "Kazan," "God's Country and the Woman," "The Hunted Woman," 'The Grizzly King," "Baree, Son of Kazan," "The Courage of Marge O'Doon," "Nomads of the North," "The River's End," "The Valley of Silent Men," "The Flaming Forest," "The Country Beyond," "The Alaskan," "A Gentleman of Courage" and "The Ancient Highway." "The Black Hunter" appeared in 1926.

Two daughters, children of his first marriage, a son James Oliver Curwood Jr., and his second wife, who was Miss Ethel Greenwood, survive him.

HENRY B. RANKIN

HENRY B. RANKIN, writer and authority on subjects relating to Abraham Lincoln, died in Springfield, Ill., August 15, at the age of 90. He was, when a young man, a student in the law offices of Lincoln & Herndon.

He was born in Sangamon (now Menard) County, Ill., on April 7, 1837. As a student in the law offices of Lincoln & Herndon in Springfield from 1858 to 1861, he gained a personal contact with Abraham Lincoln which enabled him to write several volumes and many articles about the Emancipator. Putnams published his "Personal Recollections of Abraham Lincoln" in 1916, and Lippincott, his "Intimate Character Sketches of Abraham Lincoln" in 1924.

Chilean Gets Film Prize

VINCENT HUIDOBRO, young Chilean poet and novelist, won a $10,000 prize offered by the League for Better Pictures for the book of the year having the best possibilities for moving picture adaptation. The book, still in script form in the hands of Paris publishers, is called "Cagliostro" and is based upon the life of the eighteenth-century necromancer and popular mystic.

Periodical Note

CHARLES F. HEARTMAN, book dealer and auctioneer of Metuchen, N. J., has made a friendly separation of his editorial connection with *The American Collector* which he had previously sold out to new owners at 145 West 57th St. The magazine, founded two years ago, has had many articles of first rate importance to book-lovers and book collectors.

Personal Notes

SHANGHAI, CHINA.—Virginia Smith Cowper sailed for Shanghai, on the President Grant, sailing from Seattle, August 15. She arrives in Shanghai, September 1 and opens her own shop there on October 1. Miss Cowper has been for almost three years in the Orient, in charge of the retail book department of the United Book and Stationery Store at Shanghai.

EDWIN G. RICH, well known among publishers here and in England, has recently returned to America to be head of the New York office of Curtis Brown, Ltd. He was formerly of Small, Maynard & Company of Boston and more recently general manager of Andrew Melrose, Ltd., of London. Mr. Rich succeeds A. W. Barmby, who came from London thirteen years ago to organize this office.

MARY SQUIRE has just come on Mr. Rich's staff to direct the Magazine Department, formerly in charge of Ellan McIlvaine.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

American Arbitration Association
Year book on commercial arbitration in the United States; foreword by Herbert Hoover. 1180p. O '27 N. Y., Oxford $7.50

Anet, Claude, pseud. [Jean Schopfer]
The end of a world; tr. by Jeffery E. Jeffery. 268p. il. D '27, c. '25, '27 N. Y., Knopf $3
A romance of the last period in the history of a Cro-Magnon community, illustrated with reproductions of primitive pictures.

Arendzen, J. P., D.D.
Whom do you say—? a study of the Doctrine of Incarnation. 308p. O '27 St. Louis, Mo., B. Herder $2

Asbury, Herbert
The devil of Pei-Ling. 284p. D c. N. Y., Macy-Masius $2
A baffling mystery of several similar murders.

Alverdes, Fr.
Social life in the animal world; [tr. by K. C. Creasy]. 225p. (4p. bibl.) O (Internat'l lib. of psych., phil., and scientific method) '27 N. Y., Harcourt $3.75

Aulnoy, Marie Catherine Jumelle de Bernville, Comtesse d'
Memoirs of the Court of England in 1675; tr. by Mrs. William Henry Arthur; ed. by George David Gilbert. 475p. (bibl.) il. (pors.) O (B'way translations) ['27] N. Y., Dutton bds. $5

Averill, Mary
Flower art in Japan [new ed.]. 216p. il. O '27 N. Y., Dodd, Mead $2.50
Japanese flower arrangement [new ed.]. 218p. il. O '27 N. Y., Dodd, Mead $2.50

Barton, Bruce
What can a man believe? 253p. O [c. '27] Ind., Bobbs-Merrill $2.50
This completes the trilogy of which "The Man Nobody Knows" and "The Book Nobody Knows" have appeared previously.

Beable, William Henry, comp.
Epitaphs; graveyard humor and eulogy. 246p. D [c. '25] N. Y., Crowell bds. $1.75
A collection of epitaphs from ancient British graveyards and early writings.

Beamish, Richard Joseph
The story of Lindbergh. 300p. il., maps D '27 Phil., Winston $1.50

Beaufort, Thomas Richard
Pictures and how to clean them. 213p. il., diagrs. D [n. d.] N. Y., Stokes $2.50
The experience of a life's work on restoration of fine pictures.

Berenson, Bernard
Three essays in method [art]. 162p. il. (col. front.) Q '27 N. Y., Oxford $14

Björkman, Edwin August
The search for Atlantis; excursions by a layman among old legends and new discoveries. 119p. D c. N. Y., Knopf $2
A new theory concerning the legendary lost continent, based on classical and archaeological research.

Bogert, George Dudley
"Let's go!" 123p. il. D [c. '27] [San Francisco, Author, 850 Fulton St.] lea. $10
The story of the First Division, U. S. Army, from June 14, 1917, to Nov. 11, 1918.

Bolitho, Hector
Solemn boy. 312p. D [c. '27] N. Y., Doran $2
An unsophisticated young man travels from England to New Zealand, Australia, the South Seas, and finds himself beset by friends of decided worldliness.

Aaron, Charles D., M.D.
Diseases of the digestive organs; 4th ed. 927p. il. (pt. col.) O '27 Phil., Lea & Febiger $11

Automobile engineering; a general reference work; 5 v. various p. (bibls.) il. diagrs. O '27 Chic., Amer. Tech. Soc. flex. $24.80

Bender's penal law and criminal code for the state of New York; 19th ed. by John T. Fitzpatrick. 1255p. O '27 Albany, N. Y., M. Bender fab. $9

Blashfield, DeWitt Clinton
Blashfield's Cyclopedia of automobile law; 3 v. 3161p. O '27 Kansas City, Mo., Vernon Law Bk. Co. fab. $30

Boreham, Frank William

The nest of spears. 284p. D [c.'27] N. Y., Abingdon $1.75

Sermons in story form.

Bower, B. M., pseud. [Mrs. Bertha Muzzy Sinclair-Cowan]

The Adam chasers. 275p. D c. Bost., Little, Brown $2

The central figure of this adventure novel is an archaeologist searching for fossil remains in the Nevada mountains.

Bowers, Claude Gernade

The founders of the Republic. 36p. (bibl.) S (Reading with a purpose) c. Chic., Amer. Lib. Ass'n 50 c.; pap., 35 c.

Boynton, Percy Holmes

More contemporary Americans. 237p. O [c.'27] Chic., Univ. of Chic. Press bds. $2.50

Four general essays combined with a group of specific criticisms of such men as Herman Melville, Lafcadio Hearn, Ambrose Bierce, Joseph Hergesheimer, Sherwood Anderson and Sinclair Lewis.

Braybrooke, Patrick

Peeps at the mighty. 158p. front. (por.) O [n. d.] Phil., Lippincott $2.50

Essays concerning eight outstanding English literary men.

Brazil, Angela

The luckiest girl in school [fiction]. various p. D '27 N. Y., Burt 75 c.

A popular schoolgirl [fiction]. various p. D '27 N. Y., Burt 75 c.

The princess of the school [fiction]. various p. D '27 N. Y., Burt 75 c.

Brown, C. L. M.

The conquest of the air; an historical survey. 126p. il. D (World's manuals) '27 N. Y., Oxford $1

Burrow, Nicholas Trigant, M. D.

The social basis of consciousness. 274p. (bibl. footnotes) O (Internat'l lib. of psych., phil., and scientific method) '27 N. Y., Harcourt $4

"A study in organic psychology based upon a synthetic and societal concept of the neuroses."

Caldwell, Robert Granville

A short history of the American people; student's ed. [2 v. in 1]. 579p. (bibl. footnotes) maps (pt. col.) O [c.'25, c.'27] N. Y., Putnam $4.75

Calvert, W. R.

The secret of the wild. 252p. O [n. d.] N. Y., Stokes $3.50

Contains descriptions of wild life in England.

Candler, Warren Akin, D.D.

The Christ and the creed. 134p. (bibl. footnotes) D c. Nashville, Tenn., Cokesbury Press $1.25

Lectures delivered at Emory University.

Carlill, H. F.

Socrates, or, The emancipation of mankind. 84p. (bibl. footnotes) T (To-day and to-morrow ser.) [c.'27] N. Y., Dutton $1

How man can direct his life by reasoning rather than by blind instinct.

Carr, Kent

The big row at Ranger's. 313p. il. D [c.'27] N. Y., Harcourt $1.75

A mystery story of English schoolboy life.

Case, Shirley Jackson

Jesus; a new biography. 462p. (bibl. footnotes) D [c.'27] Chic., Univ. of Chic. Press bds. $3

A picture of Jesus as he actually lived among his contemporaries—a social study.

Charskaya, Lidiya Alekseievna

The Tartar princess; tr. by Hana Muskova Shaw. 254p. front. (col.) D [c.'27] N. Y., Holt $2

A story for children, sequel to "Little Princess Nina" and "Fledglings."

Cohen, Octavus Roy

Detours. 306p. D '27, c.'21-'27 Bost., Little, Brown $2

Ten short stories of varied subject matter.

Conning, John Stuart, D.D.

Our Jewish neighbors; an essay in understanding. 154p. (2p. bibl.) D [c.'27] N. Y., Revell $1.25

The author is Superintendent of Jewish Evangelization, Board of National Missions, Presbyterian Church.

Connington, John Jervis

Murder in the Maze. 290p. D c. Bost., Little, Brown $2

Two simultaneous murders and other exciting happenings in a maze in the garden of an English country house.

Connolly, James Brendon

Coaster captain; a tale of the Boston waterfront. 312p. D c. N. Y., Macy-Masius $2

The coaster captain in love, and wrecked at sea in a storm, form the theme of this novel.

Booth, Hilliard

White carnations; a comedy in three acts. 67p. diagr. D (French's internat'l copyrighted ed., no. 613) c. '27 N. Y., S. French pap. 30 c.

Buffalo, N. Y., Chamber of Commerce, Dep't of Aviation

Buffalo airport; its conception and construction. 11p. il. diagrs. Q '27 Buffalo, N. Y., Grosvenor Lib. pap. apply

Burgess, Louis Alexander, ed.

Virginia soldiers of 1776; comp. from documents on file in the Virginia land office . . . and other reliable sources; 2 v. 1000p. O '27 Richmond, Va., Richmond Press $12

Burnett, Frances Hodgson

Racketty-Packetty House; a play in prologue and three acts. 65p. D (French's internat'l copyrighted ed., no. 605) c. '12-'27 N. Y., S. French pap. 30 c.

Cooley, Thomas McIntyre

A treatise on the constitutional limitations which rest upon the legislative power of the states of the American union; 8th ed.; 2 v. 1565p. O '27 Bost., Little, Brown buck. $20

Cowell Ernest Marshall, M.D.

Hernia and hernioplasty. 44p. il. D '27 N. Y., P. B. Hoeber $3.50

Cox, Camet B.

Poems of everyday life. 62p. front. (por.) D c. Bost., Stratford $1

Darlington, Bp. James Henry
Verses by the way, third series; foreword by Edwin Markham. 259p. front. (por.) D [c.'27] N. Y., Brentano's bds. $1.50
A book of inspirational verse.

Day, Henry C.
The love story of the Little Flower. 80p. front. O '27 St. Louis, Mo., B. Herder 90 c.

De La Mare, Walter John
Stuff and nonsense and so on; woodcuts by Bold. 122p. D [c.'27] N. Y., Holt $2
A book of whimsical verse.

Dickens, Charles
Christmas books. 480p. T (World's classics, no. 307) '27 N. Y., Oxford 80 c.

Dilnot, George
The crooks' game. 311p. D c. Bost., Houghton $2
A mystery story laid in England, dealing with the adventures of two American crooks.

Drury, Lieut.-Col. W. P.
History calling! 358p. (bibls.) il. (col. front.) D [c.'27] N. Y., Holt $2
Twelve romantic tales from British history for young people.

Duchêne, Ferdinand
Thamilla (the turtle-dove); tr. by Isabelle May and Emily M. Newton. 252p. front. D [c.'27] N. Y., Revell $1.75
The author of this story of the Algerian mountains was awarded the Grand Prix Littéraire de l'Algérie.

Duclaux, Mary
Portrait of Pascal. 232p. O '27 N. Y., Harper $4

Elliot, Frances
Old court life in France [new ed.]. 339p. il. O [c.'93] N. Y., Putnam $5
Two volumes in one.

Erman, Adolf
The literature of the ancient Egyptians; tr. by Aylward M. Blackman. 362p. (bibl. footnotes) O [n. d] N. Y., Dutton $6
Poems, narratives and manuals of instruction written in Egypt from 2700 to 1790 B.C., now available for the first time to others than Egyptologists.

Ernle, Rowland Edmund Prothero, 1st baron
The light reading of our ancestors. 335p. O [n. d.] N. Y., Brentano's $3.50
Essays on the growth of the English novel.

Flanders, Helen Hartness
Looking out of Jimmie; il. by Willy Pogany. 102p. D [c.'27] N. Y., Dutton $2
Thoughts of a three year old, are the subject of a group of short poems.

Forbes, F. A.
Planting the faith in darkest Africa; the life story of Father Simeon Lourdel. 141p. il., map O '27 St. Louis, Mo., B. Herder $1.35

Forrest, H. E.
Silent guests. 305p. D c. Chic., P. Covici $2
A mystery story laid in a castle in the Canadian wilderness.

Franklin, Benjamin
The autobiography of Benjamin Franklin; ed. by John Bigelow. 329p. O (The wisdom of Benjamin Franklin) [n. d.] N. Y., Putnam $2.50
The unmutilated and correct version.

Essays of Benjamin Franklin; moral, social and scientific; comp. by George Haven Putnam. 184p. O (The wisdom of Benjamin Franklin) '27 N. Y., Putnam $2.50

Essays of Benjamin Franklin; political and economic; comp. by George Haven Putnam. 284p. O (The wisdom of Benjamin Franklin) '27 N. Y., Putnam $2.50

Fruit, John Phelps
Correlatives of thought [on English and American literature]. 197p. D [c.'27] Bost., Badger $2

Gaebelein, Arno Clemens, D.D.
The Christ we know. 128p. D [c.'27] Chic., Bible Inst. Colportage Ass'n 75 c.; pap., 25 c.

Gard, Wayne
Book reviewing. 168p. (bibl. footnotes) D (Borzoi journalism handb'ks) c. N. Y., Knopf $2
The author is director of courses in Journalism at Grinnell College.

Garrett, William A.
Doctor Ricardo. 296p. D (Popular copyrights) [c.'25] N. Y., Grosset 75 c.

Garrod, H. W.
Wordsworth, lectures and essays; 2nd ed., enl. 232p. D '27 N. Y., Oxford $2.50

Gates, Rev. A. Avery
Boston preachers. 287p. D [c.'27] N. Y., Revell $2
Pulpit addresses by ministers of Boston and its vicinity.

Gibbs, George Fort
Mad marriage. 367p. D (Popular copyrights) [c.'25] N. Y., Grosset 75 c.

Gray, Charles Wright, ed.
"Hosses"; an anthology of short stories. 388p. D [c.'27] N. Y., Holt $2.50
Horses are the heroes and heroines of all these stories by well-known authors.

Dahl, Joseph Oliver
Restaurant management; principles and practice. 336p. (5p. bibl.) il. O '27 N. Y., Harper $4

Davis, R. O. E., and Bennett, H. H.
Grouping of soils on the basis of mechanical analysis. 14p. (bibl.) diagrs. O (U. S. Dep't of Agri., circ. 419) '27 Wash., D. C. [Gov't Pr. Off.; Sup't. of Doc.] pap. 5 c.

Five letters of the University Commission on southern race questions. 22p. O (Trustees of John F. Slater Found., occasional paps., no. 24) '27 [Charlottesville, Va., Michie Co.] pap. apply

Fuerbringer, Ludwig, D.D., and others, eds.
The Concordia cyclopedia; a handbook of religious information, with special reference to the history, doctrine, work, and usages of the Lutheran Church. 852p. O c. St. Louis, Mo., B. Herder $4.50

Grey, J. R., and Grey, B.B.
South Sea Settlers. 264p. il. O [n. d.] N. Y., Holt $3.50
How two people established a plantation on one of the islands of the Society group of French Protectorates.

Grove, Harriet Pyne
Merilyn at Camp Meenahga. various p. D (Merry Lynn ser.) '27 N. Y., Burt 60 c.

Merilyn enters Beechwold. various p. D (Merry Lynn ser.) '27 N. Y., Burt 60 c.

Merilyn Forrester, co-ed. various p. D (Merry Lynn ser.) '27 N. Y., Burt 60 c.

Merilyn tests loyalty. various p. D (Merry Lynn ser.) '27 N. Y., Burt 60 c.
Merilyn's new adventure. various p. D (Merry Lynn ser.) '27 N. Y., Burt 60 c.

Gwynn, Stephen Lucius
Experiences of a literary man. 312p. il. (por.) O ['27] N. Y., Holt $4
The author wrote for English journals, and was acquainted with the greatest literary figures of the Victorian age.

Haggard, Sir Henry Rider
Wisdom's daughter; the life and love story of She-Who-Must-Be-Obeyed. 393p. D (Popular copyrights) [c. '23, '24] N. Y., Grosset 75 c.

Hakluyt, Richard
The principal navigations, voyages, traffiques and discoveries of the English nation; introd. by John Masefield; 2 v. 498p.; 477p. il., maps D '27 N. Y., Dutton $6, set

Hamilton, Mrs. Mary Agnes Adamson [Iconoclast, pseud.]
Thomas Carlyle. 220p. (bibl.) front. (por.) D [n. d.] N. Y., Holt $2.50
An interpretive study relating Carlyle's message to modern society.

Harrison, Henry Sydnor
Andrew Bride of Paris. 215p. il. D (Popular copyrights) [c. '25] [N. Y., Grosset] 75 c.

Havard, Aline
The regicide's children. 277p. il. (col. front.) D (Scribner ser. for young people) c. N. Y., Scribner $1
A story with an historical setting.

Hill, Mrs. Janet McKenzie
Canning, preserving and jelly making; new rev. ed. 206p. il. D '27, c. '15, '27 Bost., Little, Brown $1.75

Hinds, Roy W.
The treasure of Caricar [fiction]. 240p. S [c. '27] Phil., Altemus 50 c.

Hodge, Albert Ernest
Tropical aquarium-fishes; how to breed and rear them; a practical guide for the amateur. 127p. il. D [n. d.] N. Y., Stokes $2.50

Hogue, Maud Beatrice
Every-other-woman [verse]. 95p. D c. Asheville, N. C., Author, 398 Montford Ave., E. bds. $1.25

Horler, Sydney
Vivanti. 313p. D [n. d.] N. Y., Doran $2
A mystery-adventure story concerning the exploits of Dr. Paul Vivanti, also a character in one of the author's previous novels, "The Order of the Octopus."

Horne, Herman Harrell
The philosophy of education; rev. ed. 346p. (bibls.) D '27, c. '04, '27 N. Y., Macmillan $1.80

Houghton, Claude
Neighbors. 310p. D [c. '27] N. Y., Holt $2.50
The central theme is that of a man whose life is slowly and subtly dominated by the intrusion of other personalities.

House made with hands, The. 343p. D [c. '27] Ind., Bobbs-Merrill $2.50
A story of a girl's awakening to the realities of life and the changes in people about her, as she grows up, by the anonymous author of "This Day's Madness."

Howard, Esme J.
Music in the poets; an anthology; introd. by I. J. Paderewski. 190p. D ['27] N. Y., Brentano's bds. $2
Thoughts on music from the great English poets.

Jerrold, Walter Copeland [Walter Copeland, pseud.], ed.
Epigrams; wit and wisdom in brief. 245p. D [c. '26] N. Y., Crowell bds. $1.75

Johnson, Clifton
The rise of an American inventor, Hudson Maxim. 360p. O '27 Garden City, N. Y., Doubleday $2

Johnson, James Weldon
The autobiography of an ex-coloured man; introd. by Carl Van Vechten. 223p. O (Blue jade lib.) '27, c. '12, '27 N. Y., Knopf $3

Jovellanos, Gaspar Melchorde
El delincuente honrado; comedia; ed. by H. Chonon Berkowitz and Sameul A. Wofsy. 143p. (bibl.) front. (por.) D (Century modern lang. ser.) [c. '27] N. Y., Century 90 c.

K. M. S. [Kurt M. Stein]
Gemixte pickles. 94p. O c. Chic., P. Covici $2
Stories and poems in German-American dialect.

Kane, William T.
A memoir of William A. Stanton, S. J.; 3rd ed. 274p. front. O '27 St. Louis, Mo., B. Herder $1.75

Kerr, Cecil
Teresa Helena Higginson, servant of God; "The House of the Crucified," 1844-1905. 364p. front. O '27 St. Louis, Mo., B. Herder $2.25

Hughes, Thomas
Indian chiefs of southern Minnesota. 131p. il. O c. '27 Mankato, Minn., Free Press Co. pap. apply

Johnson, James Weldon
Native African races and culture. 26p. (bibl.) O (Trustees of John F. Slater fund, occasional paps., no. 25) '27 [Charlottesville, Va., Michie Co.] pap. apply

Klotsche, Ernest Heinrich
An outline of the history of doctrines. 270p. (7p. bibl.) O '27 Burlington, Ia., Lutheran Literary Bd. $2

Labiche, Eugène, and Martin, Edouard
Le voyage de Monsieur Perrichon; ed. by Léopold Cardon. 172p. il. S [c.'27] N. Y., Scribner 80 c.

Leeming, Joseph
The new book of magic, by Professor Paradise. 200p. il., diagrs. D c. Garden City, N. Y., Doubleday $1.50
Magic tricks for boys.

Leonard, Fred Eugene
A guide to the history of physical education; 2nd ed., rev. by R. Tait McKenzie. 371p. (bibls.) il. O (Physical educ. ser.) '27 Phil., Lea & Febiger $4

Liguori, St. Alphonsus
Meditations and readings for every day in the year; selected from the spiritual writings of Saint Alphonsus; v. 2, pt. 2, Easter Sunday to Ascension Thursday; ed. by John Bapt. Coyle. 272p. O '27 St. Louis, Mo., B. Herder $2

Lincoln, Abraham
Lincoln letters hitherto unpublished, in the library of Brown University and other Providence libraries. 72p. il. O (McLellan Lincoln coll., pub'n 1) '27 Providence, R. I., Brown Univ. Lib. $5

Little, Luther
Manse dwellers; il. by Kenneth Whitsett. 314p. D c. Charlotte, N. C., Presby. Standard Pub. Co. $1.50
A romantic story in which a minister is the central figure.

Lurie, Charles N.
Make 'em laugh! 298p. S c. N. Y., Putnam fab. $1.90
Humorous stories for all occasions.

Lutz, Mrs. Grace Livingston Hill
Not under the law. 336p. D (Popular copyrights) [c.'24,'25] [N. Y., Grosset] 75 c.

Lynch, Bohun, i. e., John Gilbert Bohun
Respectability. 328p. D c. Bost., Little, Brown $2.50
A novel contrasting the ways of two generations—the late Victorian and the present.

Lynde, Francis
The flight of the Gray Goose. 215p. il. (col. front.) D (Scribner ser. for young people) c. N. Y., Scribner $1
About some boys and an airplane.

McIntyre, John Thomas
"Slag." 249p. D c. N. Y., Scribner $2
The characters in this story of a burglary are all "slag" of the human furnace—the great city.

Mainage, Theodore
Principles of theosophy; tr. by Suzanne Duché and Yvonne Cooper. 250p. O '27 St. Louis, Mo., B. Herder $2.75

Malkus, Alida Sims
Raquel of the ranch country. 314p. il. D [c.'27] N. Y., Harcourt $2
About Raquel, who managed the Lazy L when her father and brothers enlisted in the Great War—a story for girls.

Manning-Sanders, Ruth
The twelve saints. 319p. D (Popular copyrights) [c.'26] [N. Y., Grosset] 75 c.

Marais, J. S.
The colonisation of New Zealand. 396p. O '27 N. Y., Oxford $5

Marmion, Dom Columba
Our way and our life; abridged ed. of Christ in His mysteries. 143p. O '27 St. Louis, Mo., B. Herder $1.25

Mathews, Shailer, and others
Contributions of science to religion [rev. ed.]. 438p. il., diagrs. O '27 N. Y., Appleton $3

Mencken, Henry Louis
A book of prefaces. 288p. (bibl. footnotes) front. (por.) D (Star ser.) '27, c.'17 Garden City, N. Y., Garden City Pub. Co. $1

Meredith, Mark, ed.
The librarians' guide; 1927 ed.; a continuance of the libraries sections of The literary year book. 147p. D '27 N. Y., R. R. Bowker Co. $3.75
Minute details relating to the public libraries of Gt. Britain and her colonies.

Montgomery, Lucy Maud [Mrs. Evan Macdonald]
Emily's quest. 310p. front. (col.) D c. N. Y., Stokes $2
Another "Emily" book by the author of "Anne of Green Gables."

Moore, John Trotwood
Hearts of hickory; a story of Andrew Jackson and the War of 1812. 463p. front. (por.) D (Popular copyrights) [c.'26] [N. Y., Grosset] 75 c.

Moresby, Louis, pseud. [Mrs. L. Adams Beck, E. Barrington, pseud.]
Rubies. 287p. D [c.'27] N. Y., Doran $2
A story of love and adventure, whose scene shifts from Cornwall to Burma.

Leo-Wolf, Carl G., M.D.
Nursing in diseases of children; 2nd ed. 314p. il., diagrs. D '27, c. '18, '27 St. Louis, Mo., C. V. Mosby $3

MacMillan, Mary
Her doll; a play in one act. 38p. D (French's internat'l copyrighted ed., no. 612) c. '27 N. Y., S. French pap. 30 c.

McVay, Thomas N.
A study of hard finish gypsum plasters. 46p. il. O (Engin. exper. sta. bull. 163) '27 Urbana, Ill., Univ. of Ill. pap. 30 c.

Medical Society of the County of Kings, Brooklyn
Practical lectures on the specialties of medicine and surgery; 2nd ser. 609p. il. O '27 N. Y., P. B. Hoeber $7

Mukerji, Dhan Gopal

Gay-Neck; the story of a pigeon; il. by Boris Artzybasheff. 208p. O [c.'27] N. Y., Dutton $2.25

The life of a pigeon owned by an Indian boy in Calcutta.

Norris, Kathleen Thompson [Mrs. Charles Gilman Norris]

Barberry Bush. 366p. D '27, c.'26, '27 Garden City, N. Y., Doubleday $2

The romance of a girl who had a fighting chance for happiness if she could blot out the memory of an unhappy love.

Ogden, George Washington

West of Dodge. 310p. D (Popular copyrights) [c.'26] N. Y., Grosset 75 c.

Omar Khayyám

Rubáiyát of Omar Khayyám; tr. by Edward Fitzgerald; decorated by Thomas Lowinsky. 43p. D (Shakespeare Head quartos, no. 6) [n. d.] Bost., Houghton bds. $2

Printed at the Shakespeare Head Press, Stratford-upon-Avon.

Oyved, Moysheh, pseud. [Edward Good]

Gems and life. 176p. D [c.'27] N. Y., Holt bds. $2

Short sketches, some dealing with Jewish life.

Palmer, John Leslie

Studies in the contemporary theatre. 189p. O '27 Bost., Little, Brown $2.75

Dealing with the newer dramatic authors and producers of Europe and particularly of France.

Patrick, Diana, pseud. [Desemea Newman Wilson, Mrs. Harry J. Wilson]

All to seek; a novel. 358p. D (Popular copyrights) [c.'24] N. Y., Grosset 75 c.

Patton, Cornelius Howard

The rosary; a study in the prayer-life of the nations. 160p. (bibl. footnotes) il. D [c.'27] N. Y., Revell $1.50

Pius XI

The encyclicals of Pius XI; tr. by James H. Ryan. 293p. O '27 St. Louis, Mo., B. Herder $2.25

Poe, Edgar Allan

The works of Edgar Allan Poe; 2 v. 578p.; 696p. fronts. D (Oxford standard authors) '27 N. Y., Oxford $1.50,ea.

Power, Rev. Albert

Six world problems. 134p. D '27 N. Y., F. Pustet Co. $1.25

Raine, William MacLeod

Troubled waters. 309p. D (Popular copyrights) [c.'18, c.'25] N. Y., Grosset 75 c.

Richards, Milton

Dick Kent, fur trader. 223p. front. D (Boys of the Royal Mounted Police ser.) [c.'27] N. Y., Burt 60 c.

Dick Kent in the far north. various p. D (Boys of the Royal Mounted Police ser.) '27 N. Y., Burt 60 c.

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River, W. L.

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Roback, Dr. Abraham Aaron

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The author discusses the new contributions to this phase of psychology.

Roberts, Cecil

The love rack; a novel. 376p. D (Popular copyrights) [c.'25] N. Y., Grosset 75 c.

Roorbach, George Byron

Import purchasing; principles and problems. 474p. (4p. bibl.) diagrs. O c. Chic., A. W. Shaw $5

The author is professor of foreign trade in the Graduate School of Business Administration of Harvard University.

Roosevelt, Theodore

Hunting adventures in the West. 381p. il. O '27, c.'85, c.'13 N. Y., Putnam $2.50

A re-issue of "Hunting Trips of a Ranchman" and "The Wilderness Hunter," previously published in separate volumes.

Newell, Lyman C.

Laboratory exercises for a brief course in chemistry. 164p. [loose-leaf] diagrs. O [c.'27] N. Y., Heath $1

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A practical treatise on diseases of the skin; 3rd ed., rev. 1262p. il. (pt. col.) O '27 Phil., Lea & Febiger $11

Pieper, Charles John, and Beauchamp, Wilbur Lee

Teacher's guidebook for Everyday problems in science. 325p. (10p. bibl.) il., diagrs. D [c.'27] Chic., Scott, Foresman 60 c.

Polak, John Osborn, M.D.

A manual of gynecology; 3rd ed. 402p. il. (pt. col.) O '27 Phil., Lea & Febiger $5

Salisbury, Ethel Imogene

From Panama to Cape Horn; a South American reader. 301p. il., maps D (Interamerican geographical readers) c. Yonkers, N. Y., World Bk. $1.40

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Schreiner, Olive [Mrs. S. C. Cronwright-Schreiner; Ralph Iron, pseud.]

The story of an African farm; introd. by Francis Brett Young. 384p. S [c.'27] N. Y., Modern Library flex. fab. 95 c.

Seton, Ernest Thompson

Lives of game animals; v. 2 (lim. ed.) 808p. il. Q '27 Garden City, N. Y., Doubleday bxd. $25

Sheffer, Eugene

Putnam's two-way question book; introd. by Ellis Parker Butler. 127p. D [c.'27] N. Y., Putnam $1.50

The answers to the questions are to be used to solve cross-word puzzles.

Shoemaker, S. M., jr.

Children of the second birth; being a narrative of spiritual miracles in a city parish. 192p. D [c.'27] N. Y., Revell $1.50

The author is rector of Calvary Church in New York City.

Simpson, Barnett A.

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Vance, James Isaac, D.D.

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Wendte, Charles William

The wider fellowship; memories, friendships and endeavors for religious unity, 1844-1927; v. 1. various p. il. O '27 Bost., Beacon Press set $10

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The leopard hunts alone. 114p. il. D [c.'27] N. Y., Revell $1.25

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Whyte, Sir Frederick

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Williams, Jesse Feiring, M.D.

Healthful living; rev. ed. 605p. il., diagrs. D '27, c.'19, '27 N. Y., Macmillan $1.80

The principles of physical education. 481p. (bibls.) diagrs. D c. Phil., Saunders $3

The author has been for several years. Professor of Physical Education at Teachers College, Columbia University.

Witwer, Harry Charles

Roughly speaking. 355p. D (Popular copyrights) [c.'24-'26] N. Y., Grosset 75 c.

Wolf, H. D.

The Railroad Labor Board. 483p. (3p. bibl.) O (Materials for the study of business) [c.'27] Chic., Univ. of Chic. Press $4

A review of the six years' work of the Board, which has recently been dissolved.

Wood, Ernest

The intuition of the will. 137p. D [c.'27] Chic., Theosophical Press $1.50

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Every minister his own evangelist; a contribution to belief in revival. 192p. D [c.'27] N. Y., Revell $1.50

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Nature stories for children; fifty five-minute talks; introd. by Amos R. Wells. 179p. D [c.'27] N. Y., Revell $1.50

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The Field of Old and Rare Books and Weekly Book Exchange

CURRENT RARE BOOK NOTES

Frederick M. Hopkins

THE auction season will start early in November and be in full swing before the end of the month.

THE Cambridge University Press has in preparation a critical edition of Thomas Middleton's "A Game at Chesse" by R. C. Bald. This play, quite apart from its interest as a piece of political satire, offers exceptional material for the study of Elizabethan texts.

HARRY F. MARKS, 31 West 47th Street, rare book dealer, purchased a notable series of Lincoln letters while in England. He has also brought back with him many additions to his stock of rare books and manuscripts. The books include many items of Americana, and among the manuscripts Joseph Conrad, Oscar Wilde and Walter Scott are represented.

AMONG the "Haselwood" books expected in the early autumn from Etchells and Macdonald is the new edition of "University Poems" of 1656, entitled "Parnassus Biceps. Or Severall Choice Pieces, Composed by the Best Wits that were in both the Universities Before Their Dissolution." Donne, Jonson, Herrick, Carew, Cartwright and Strode are among the poets represented in the anthology. The reprint has been edited by G. Thorn-Brury.

W. PENN CRESSON, Glendale, Mass., has been engaged during the past two years in preparing a two-volume biography of James Monroe, the author of the Monroe Doctrine. The Monroe family has greatly facilitated his work by placing at his disposal a large deposit of Gouveneur papers containing much original manuscript, and he has also had access to the Rush papers in Philadelphia. Mr. Cresson would be glad to know of other material in the hands of private individuals which might aid him in his work.

HOUGHTON, MIFFLIN COMPANY announces that it has been securing stray copies of some of its special limited editions, with the aim of assembling a set of Riverside Press Editions. It says: "The scarcity of these items, which we started issuing some twenty years ago under the direction of Bruce Rogers, and the marked increase in their prices, when they occasionally do come into the market, is a matter of keen satisfaction to us. It shows unmistakably the appreciation of booklovers for our careful selection of material for these limited editions, and the soundness of investing in books of excellent typography and appropriate format."

ANOTHER special press, The Cresset Press of London, has been established with the three-fold object of producing fine editions, reprinting certain of the classics now difficult to obtain, and publishing contemporary works of literary value. Its first venture will be launched next month,

a limited edition of Bacon's "Essays" in crown folio, following the text of the edition of 1625, which represents the author's last revision. Other books of this new press now in hand include Maurice Hewlett's translation of the first twelve books of Homer's "Iliad," with an introduction by Professor Lascelles Abercrombie; an illustrated collection of Old English songs, with the music, ranging in period from the sixteenth century to the nineteenth century; and reprints of several treatises on gardening and fishing.

THE Scottish dialects committee has issued a statement in which it says that since 1908 it has been engaged in collecting material for a new Scottish dictionary. The stage has now been reached when an appeal for assistance must be made to Scottish patriots and Scottish societies all over the world. All valuable Scottish material now scattered in different dictionaries, word collections, and dialect studies will sooner or later be gathered into one comprehensive work. It will make an invaluable contribution to English and comparative philology and should command the enthusiastic support of all Scottish scholars. The committee's appeal, however, is not to scholars alone but to all Scotsmen or descendants of Scotsmen who have a living interest in the language and literature. The local press is being invited to help in collecting words, meanings, and idioms, and the aim of the committee is to lay the foundation of the new dictionary on the labors of many willing workers and all classes of the community so as to make the undertaking truly national.

Catalogs Received

Bibliography, books on mss. and bindings, reprints of rare books and other books of kindred interest. (No. 160; Items 403.) P. M. Barnard. 17 Church Road, Tunbridge Wells, England.

Fine and applied arts, first editions, modern presses. (No. 437; Items 530.) Bowes & Bowes, 1 Trinity St., Cambridge, England.

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Scarce and interesting books in various departments of literature. (No. 410.) Joseph McDonough Co., 174 State St., Albany, N. Y.

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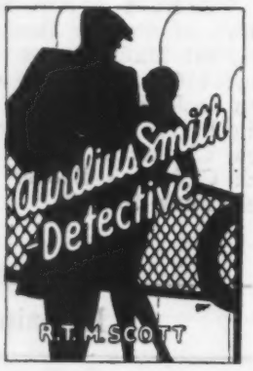

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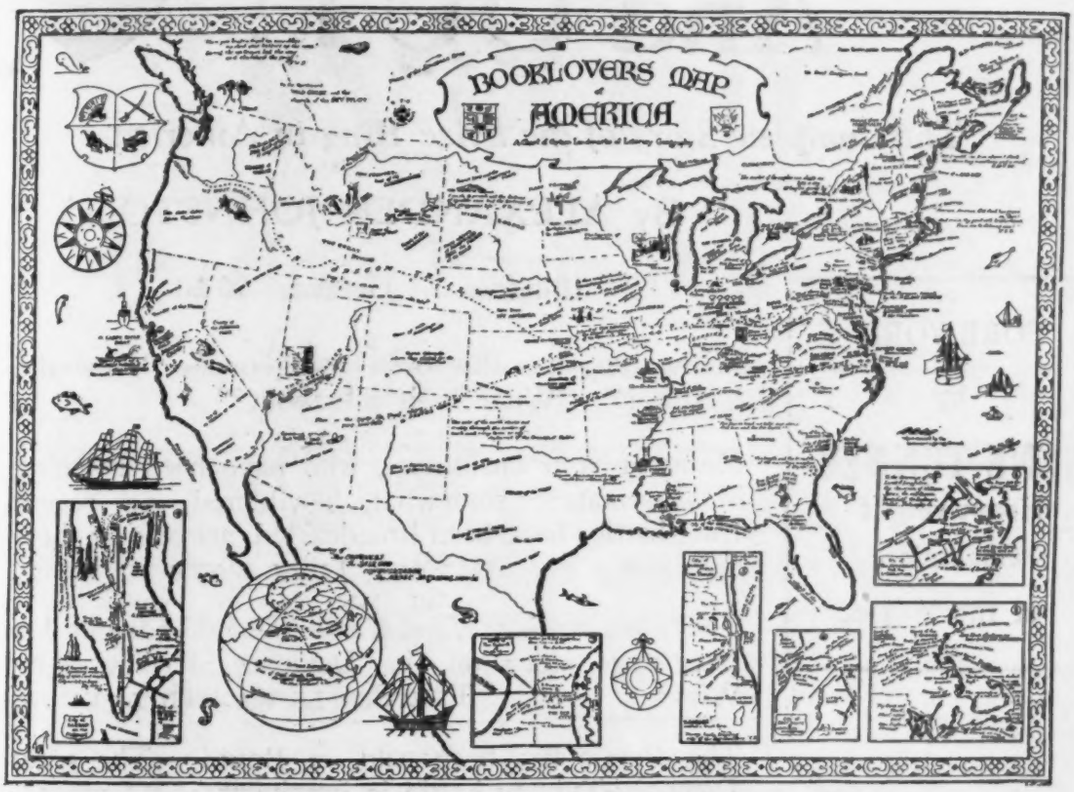

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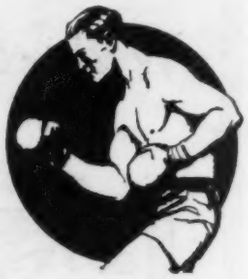

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